
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 10/789,665	§	Examiner: Pham, Hung Q.
Filed: February 27, 2004	§	Group/Art Unit: 2159
Inventors:	§	Atty. Dkt. No: 6067-41400
Matthew J.N.C. Roche	§	
Benjamin Eric Pearson	§	
	§	
	§	
Title: Method and System for	§	
Collecting Online	§	
Merchandising Data	§	
	§	
	§	
	§	

RESPONSE TO OFFICE ACTION OF JANUARY 5, 2010

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper is submitted in response to the Office Action of January 5, 2010, to further highlight why the application is in condition for allowance.

Please amend the case as listed below.